JULIAN MERCER

BRAND AMBASSADOR

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PROFESSIONAL SUMMARY

Brand Ambassador with 4+ years representing beverage and beauty brands at retail demos, sampling events, and festivals. Turns short conversations into trial, purchase, and sign-ups, and files clear event reports that account teams use to plan the next activation.

PROFESSIONAL EXPERIENCE

Brand Ambassador, Bay Area Market Mar 2024 - Present
Red Bull North America, San Francisco, CA

- Run 10 to 12 sampling activations a month at campuses, gyms, and convenience stores, reaching about 450 consumers per event.
- Grew trial-to-purchase conversion at retail demos from 18% to 26% by leading with a one-line taste invitation and handing out a coupon the shopper could scan on the spot.
- Submitted same-day event reports with photos, consumer counts, and retailer feedback, which the field marketing team used to reroute two weekend activations.
- Managed a branded vehicle and a case inventory with a recorded loss rate under 1% across the year.
- Coached four newer ambassadors on approach lines and event setup at a regional training day.
- Partnered with 12 store managers on display placement and cooler resets before each activation, which kept sampled products in stock on event days.

Event Brand Ambassador Jan 2023 - Feb 2024
Advantage Solutions, Oakland, CA

- Staffed in-store demos for packaged food and spirits clients at Safeway and Total Wine, completing 140 demo shifts in 14 months.
- Lifted demo-day unit sales to 2.3 times the store's normal day by positioning the table near the entrance and pairing samples with a recipe card.
- Checked ID and followed alcohol sampling rules at every spirits event, with no compliance flags from client auditors.
- Recorded sales and sampling counts in the client's reporting app within an hour of each shift.

Beauty Advisor and Brand Ambassador Jun 2022 - Dec 2022
Sephora, San Jose, CA

- Gave 15-minute skincare consultations on the floor, converting about 6 in 10 into a purchase of at least two products.
- Hosted a launch event for a new fragrance line with 60 attendees and 25 in-store pre-orders.
- Photographed shelf placement for visual merchandising audits and corrected out-of-stock gaps on the same shift.

CORE SKILLS

Product sampling and demos | Consumer engagement | Event setup and breakdown | Brand storytelling | Retail account relationships | Field reporting | Inventory handling | Alcohol sampling compliance | Social content capture | Lead capture and QR sign-ups | Team coaching | Cash and POS handling

EDUCATION

Bachelor of Arts in Communication, San Francisco State University, San Francisco, CA

CERTIFICATIONS

TIPS Alcohol Server Certification, Health Communications Inc. | California Responsible Beverage Service (RBS) Training